



# Minutes

## Pagosa Springs Town Tourism Committee

Tuesday, August 13th, 2013

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Larry Fisher, Bob Hart, Jon Johnson, Chirag Patel, Jim Smith, Bob Kudelski

Absences: Stacy Boone (excused)

Non Voting Attendees; Jennifer Green, Mary Jo Coulehan, Valerie Green

Please review: July Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (4)
3. Approval of Minutes – July
  - a. Jim Smith motioned to approve July meeting minutes, Jon Johnson seconded; all approved
4. Chair Report – Bob Hart
  - a. Change to TTC Bylaws
    - i. Jennie explained that Town Council approved the changes to the TTC bylaws reducing board-appointed seats to one each, opening up new at large seats
  - b. Open at-large seats

- i. Currently there are 4 at large seats; one seat was advertised last month. Currently all 4 are being advertised, with letters of interest due Friday, Aug 23rd.
- ii. A Special meeting will be held at 4pm on Monday, August 26th at the Community Center to interview applicants and determine those to be recommended to Town Council; TTC Director will have recommended appointees reviewed by Town Council

5. Treasurers Report – Jon Johnson

a. Monthly Town Lodging Receipts report – June Update

- i. June 2013 was up 8.99% over June 2012; May 2013 was up 10.82% over 2012; year to date, tax collections are up 4.07%, or \$7,308.39

b. Current finances

- i. Bills being paid

6. Subcommittee Reports

a. Budget – Jon Johnson

- i. Jennie updated group that budget meetings would begin next month, however given that we will have many new board members in September, TTC Director suggested September meeting be a retreat to review all information, to help move into budget discussions
- ii. Retreat scheduled for Tuesday, September 10th at noon at Quality Resort

b. Fulfillment – Jim Smith

- i. No update

c. Marketing – Chirag Patel

- i. Jennie provided updates on results:
  - 1. Leads for July 2013 were 4,372 versus 3,998 in 2012. Year to date, 27,153 leads generated, versus 29,871 in 2012 overall – strong results thus far with 5 months remaining
  - 2. Book Direct continues to show impressive numbers; from July 1 – August 12th there were 4,130 searches, with 3,074 direct referrals. Thus far in 2013, there have

been over 17,800 searches in the lodging directory, with over 12,720 direct referrals sent to lodging properties. Since the system was launched in June 2012, over 27,414 searches have been performed with over 20,312 direct referrals to lodging properties.

d. Events & Events Infrastructure –Larry Fisher

i. Funding exception for MAKERS tour

1. Jennie provided overview of the request. The event is in its 1st year and they have asked for 2/3 of the funding allocation in order to place the advertising. TTC Director asked event organizer to provide overview of planned placement. Board reviewed detailed marketing plan. Jim motioned to fund the MAKERS tour 2/3 of the 2013 allocated funds up front, CK Patel seconded, all approved.

ii. Schedule meeting to review final reports for Folk n' Bluegrass and Car Show

1. Meeting scheduled Friday, August 16th at 10am at Quality Resort

a. Special Projects – Jim Smith

i. Jim Smith asked if Town can vote on zip line; asked to have Town Council consider adding it to ballot in April

ii. Jim Smith motioned to suggest to Town Council to put Zip line for Reservoir Hill on ballot for consideration by Town Voters; CK Patel seconded; all approved

b. Wayfinding and Signage – Jon Johnson

i. Temporary overlook enhancements completed; banners and yellow shade will be added once they arrive this week; new flowers /potter were all purchased on sale locally.

ii. Permanent structure process will begin once other projects completed; public meetings will be held to begin working towards design phase

iii. Skyrocket banners have arrived; one is hung between 1st and 2nd street

- iv. Gateway sign enhancements progressing slowly; should be ordering sign cabinets soon; received 3 bids on solar options

- c. Visitor Center subcommittee – Carla Shaw

- i. Visitors Center report – Mary Jo Coulehan

- 1. July visitor center traffic was down 6.51%; closed one Sunday due to renovations – top 3 of where visitors are staying (1) friends and family, (2) House / Cabin, (3) RV / camping
    - 2. New upgrades in visitor center include historical display, thanks to Shari Pierce, and soon, Chimney Rock photo gallery

- h. Tourism Ambassador Program – Stacy Boone

- i. no update

- i. Holiday Subcommittee – Stacy Boone / Jon Johnson

- i. Jennie provided overview of efforts; two meetings have been held. Group plans two lighting events – 1st on Fri after Thanksgiving and 2nd the weekend after (also Chamber Parade of Stores weekend). Working with Fire Dept to drive through town, and as truck passes, storefronts will light up. Also, compiling 5 week calendar of holiday events. TTC is NOT organizing events, but wants to get community involved in creating a festive holiday atmosphere. Additionally, Business and Residential lighting contests are being planned, a driving map will be created to help others view the holiday lights.
    - ii. Business Meeting scheduled on Tuesday, August 27th at 6pm at Quality Resort to introduce plans to local businesses and get buy in; the fact that the meeting is being held in August is a huge step in the right direction for results in 2013.

- 7. TTC Director Report – Jennie Green

- a. Bob Hart thanked Jennie for providing very thorough reports and asked if anyone had any questions
  - b. Jennie provided a few updates:
    - i. Recently hosted 4 media writers; all visits went very well. Jennie thanked all of the businesses that were involved in assisting the writers.

ii. TTC Director has recently applied or assisted other agencies in applying for over \$200k in tourism marketing grants for Pagosa in 2014

1. Worked with CO Dept of Homeland Security on federal grant for fire recovery; requested \$150,000
2. Partner with SW CO Travel Region CTO marketing matching funds grant to promote tourism to SW Colorado; \$1 for \$1 match, asked for \$25k from CTO
3. Applied for CTO marketing matching funds grant for community – partnership with GECKO, Lodging Association and TTC, with letter of support from County; applied for \$25k match to promote Pagosa to active audience in Dallas and Chicago using trade show, Pandora and online advertising

8. Old Business

9. New Business

a. Public Comment

b. Any other new business to come before the Committee

10. Adjournment

a. Jim Smith motioned to adjourn, Jon Johnson seconded, all approved